

# INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Dudley Media**  
**Attention: Accounts Payable**  
**919 Catharine Street**  
**Philadelphia, PA 19417**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
967896-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
FL Dem Party/3PAC/SACHS	FL DEM PARTY *ADD*	

Flight Dates	Order #	Alt Order #
10/30/12 - 11/06/12	967896	06397710

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/30/12	11/02/12	4:30a-5a	430a-5a	-TWTF--	:30	4	\$60.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-TWTF--	4	\$60.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	4:44 AM	4:30a-5a	430a-5a	:30	MLS-12-11H	\$60.00 NM
3	WPBF	W	10/31/12	4:55 AM	4:30a-5a	430a-5a	:30	MLS-12-11H	\$60.00 NM
2	WPBF	Th	11/01/12	4:55 AM	4:30a-5a	430a-5a	:30	MLS-12-11H	\$60.00 NM
4	WPBF	F	11/02/12	4:55 AM	4:30a-5a	430a-5a	:30	MLS-12-11H	\$60.00 NM
2	11/05/12	11/06/12	4:30a-5a	430a-5a	MT-----	:30	2	\$60.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	2	\$60.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	4:44 AM	4:30a-5a	430a-5a	:30	MLS-12-11H	\$60.00 NM
2	WPBF	Tu	11/06/12	4:56 AM	4:30a-5a	430a-5a	:30	MLS-12-11H	\$60.00 NM
3	10/30/12	11/02/12	WPBF News 25 Mornings	6-7AM	-TWTF--	:30	4	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-TWTF--	4	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	6:38 AM	WPBF News 25 Mornings	6-7AM	:30	MLS-12-11H	\$275.00 NM
3	WPBF	W	10/31/12	6:00 AM	WPBF News 25 Mornings	6-7AM	:30	MLS-12-11H	\$275.00 NM
4	WPBF	Th	11/01/12		WPBF News 25 Mornings	6-7AM	:00		<del>\$275.00</del> NM
Credited									
2	WPBF	F	11/02/12		WPBF News 25 Mornings	6-7AM	:00		<del>\$275.00</del> NM
Credited									
4	11/05/12	11/06/12	WPBF News 25 Mornings	6-7AM	MT-----	:30	2	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	2	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	11/05/12		WPBF News 25 Mornings	6-7AM	:00		<del>\$275.00</del> NM
Credited									
1	WPBF	Tu	11/06/12	5:59 AM	WPBF News 25 Mornings	6-7AM	:30	MLS-12-11H	\$275.00 NM
5	10/30/12	11/02/12	Dr. Oz M-F 9-10a	9-10a	-TWTF--	:30	4	\$225.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
We warrant that the actual broadcast information shown on this invoice was taken from the program log

## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
967896-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
FL Dem Party/3PAC/SACHS		FL DEM PARTY *ADD*	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	-TWTF--				4	\$225.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/30/12	9:21 AM	Dr. Oz M-F 9-10a	9-10a	:30	MLS-12-11H	\$225.00 NM
3	WPBF	W	10/31/12	9:59 AM	Dr. Oz M-F 9-10a	9-10a	:30	MLS-12-11H	\$225.00 NM
4	WPBF	Th	11/01/12	9:31 AM	Dr. Oz M-F 9-10a	9-10a	:30	MLS-12-11H	\$225.00 NM
1	WPBF	F	11/02/12	9:23 AM	Dr. Oz M-F 9-10a	9-10a	:30	MLS-12-11H	\$225.00 NM
6	11/05/12	11/06/12	Dr. Oz M-F 9-10a	9-10a	MT-----	:30	2	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	11/05/12	11/11/12	MT-----				2	\$225.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	9:12 AM	Dr. Oz M-F 9-10a	9-10a	:30	MLS-12-11H	\$225.00 NM
2	WPBF	Tu	11/06/12	9:27 AM	Dr. Oz M-F 9-10a	9-10a	:30	MLS-12-11H	\$225.00 NM
7	10/30/12	11/02/12	10-11a Anderson Cooper 10-11a		-TWTF--	:30	4	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	-TWTF--				4	\$225.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	Tu	10/30/12	10:39 AM	10-11a Anderson Cooper	10-11a	:30	MLS-12-11H	\$225.00 NM
4	WPBF	W	10/31/12	10:56 AM	10-11a Anderson Cooper	10-11a	:30	MLS-12-11H	\$225.00 NM
2	WPBF	Th	11/01/12	10:51 AM	10-11a Anderson Cooper	10-11a	:30	MLS-12-11H	\$225.00 NM
1	WPBF	F	11/02/12	10:24 AM	10-11a Anderson Cooper	10-11a	:30	MLS-12-11H	\$225.00 NM
8	11/05/12	11/06/12	10-11a Anderson Cooper 10-11a		MT-----	:30	2	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	11/05/12	11/11/12	MT-----				2	\$225.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	10:52 AM	10-11a Anderson Cooper	10-11a	:30	MLS-12-11H	\$225.00 NM
2	WPBF	Tu	11/06/12	10:32 AM	10-11a Anderson Cooper	10-11a	:30	MLS-12-11H	\$225.00 NM
9	10/30/12	11/02/12	1230-1P Access Hollywood 1230-1p		-TWTF--	:30	3	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	-TWTF--				3	\$350.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	12:40 PM	1230-1P Access Hollywood	1230-1p	:30	MLS-12-11H	\$350.00 NM
2	WPBF	W	10/31/12	12:46 PM	1230-1P Access Hollywood	1230-1p	:30	MLS-12-11H	\$350.00 NM
3	WPBF	Th	11/01/12	12:41 PM	1230-1P Access Hollywood	1230-1p	:30	MLS-12-11H	\$350.00 NM
10	11/05/12	11/05/12	1230-1P Access Hollywood 1230-1p		1-----	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	11/05/12	11/11/12	1-----				1	\$350.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	12:46 PM	1230-1P Access Hollywood	1230-1p	:30	MLS-12-11H	\$350.00 NM
11	10/30/12	11/02/12	THE CHEW	1P-2P	-TWTF--	:30	4	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	-TWTF--				4	\$275.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	12:58 PM	THE CHEW	1P-2P	:30	MLS-12-11H	\$275.00 NM
3	WPBF	W	10/31/12	12:59 PM	THE CHEW	1P-2P	:30	MLS-12-11H	\$275.00 NM
2	WPBF	Th	11/01/12	1:31 PM	THE CHEW	1P-2P	:30	MLS-12-11H	\$275.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

# INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
967896-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
FL Dem Party/3PAC/SACHS	FL DEM PARTY *ADD*		

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	10/30/12	11/02/12	THE CHEW	1P-2P	-TWTF--	:30	4	\$275.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WPBF F 11/02/12 1:29 PM THE CHEW 1P-2P :30 MLS-12-11H \$275.00 NM									
12	11/05/12	11/05/12	THE CHEW	1P-2P	1-----	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 1----- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 11/05/12 1:32 PM THE CHEW 1P-2P :30 MLS-12-11H \$275.00 NM									
13	10/30/12	11/02/12	GENERAL HOSPITAL	GENERAL HOSPIT	-TWTF--	:30	4	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -TWTF-- 4 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 10/30/12 2:59 PM GENERAL HOSPITAL GENERAL HOSPIT :30 MLS-12-11H \$450.00 NM									
2 WPBF W 10/31/12 2:25 PM GENERAL HOSPITAL GENERAL HOSPIT :30 MLS-12-11H \$450.00 NM									
4 WPBF Th 11/01/12 2:25 PM GENERAL HOSPITAL GENERAL HOSPIT :30 MLS-12-11H \$450.00 NM									
3 WPBF F 11/02/12 2:59 PM GENERAL HOSPITAL GENERAL HOSPIT :30 MLS-12-11H \$450.00 NM									
14	11/05/12	11/05/12	GENERAL HOSPITAL	GENERAL HOSPIT	1-----	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 1----- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 11/05/12 2:23 PM GENERAL HOSPITAL GENERAL HOSPIT :30 MLS-12-11H \$450.00 NM									
15	10/30/12	11/02/12	M-F 3-4P	M-F 3-4P	-TWTF--	:30	4	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -TWTF-- 4 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WPBF Tu 10/30/12 3:46 PM M-F 3-4P M-F 3-4P :30 MLS-12-11H \$400.00 NM									
2 WPBF W 10/31/12 3:30 PM M-F 3-4P M-F 3-4P :30 MLS-12-11H \$400.00 NM									
4 WPBF Th 11/01/12 3:32 PM M-F 3-4P M-F 3-4P :30 MLS-12-11H \$400.00 NM									
1 WPBF F 11/02/12 3:41 PM M-F 3-4P M-F 3-4P :30 MLS-12-11H \$400.00 NM									
16	11/05/12	11/05/12	M-F 3-4P	M-F 3-4P	1-----	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 1----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 11/05/12 3:46 PM M-F 3-4P M-F 3-4P :30 MLS-12-11H \$400.00 NM									
17	10/30/12	11/02/12	Dr. Oz	4-5p	-TWTF--	:30	4	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -TWTF-- 4 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/30/12 4:55 PM Dr. Oz 4-5p :30 MLS-12-11H \$500.00 NM									
1 WPBF W 10/31/12 4:28 PM Dr. Oz 4-5p :30 MLS-12-11H \$500.00 NM									
3 WPBF Th 11/01/12 4:10 PM Dr. Oz 4-5p :30 MLS-12-11H \$500.00 NM									
4 WPBF F 11/02/12 4:40 PM Dr. Oz 4-5p :30 MLS-12-11H \$500.00 NM									
18	11/05/12	11/05/12	Dr. Oz	4-5p	1-----	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 1----- 1 \$500.00									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

# INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
967896-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
FL Dem Party/3PAC/SACHS		FL DEM PARTY *ADD*	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	11/05/12	11/05/12	Dr. Oz	4-5p	1-----	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 11/05/12 4:16 PM Dr. Oz 4-5p :30 MLS-12-11H \$500.00 NM									
19	11/05/12	11/05/12	DWTS	8-10P	1-----	:30	1	\$9,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 1----- 1 \$9,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 11/05/12 9:40 PM DWTS 8-10P :30 MLS-12-11H \$9,000.00 NM									
22	10/31/12	10/31/12	Wed ABC Prime B	9-10PM	--1----	:30	1	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 --1---- 1 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/31/12 9:47 PM Wed ABC Prime B 9-10PM :30 MLS-12-11H \$4,500.00 NM									
23	10/31/12	10/31/12	Wed ABC Prime C	10-11PM	--1----	:30	1	\$2,175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 --1---- 1 \$2,175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/31/12 10:41 PM Wed ABC Prime C 10-11PM :30 MLS-12-11H \$2,175.00 NM									
24	11/02/12	11/02/12	Fri ABC Prime B	9-10PM	----1--	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 ----1-- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 11/02/12 9:41 PM Fri ABC Prime B 9-10PM :30 MLS-12-11H \$2,000.00 NM									
25	11/04/12	11/04/12	Sun ABC Prime B	8-9PM	-----1	:30	1	\$3,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----1 1 \$3,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 11/04/12 8:40 PM Sun ABC Prime B 8-9PM :30 MLS-12-11H \$3,600.00 NM									
26	11/04/12	11/04/12	Sun 11:35pm Late News	1135p-12am	-----1	:30	1	\$600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----1 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 11/04/12 11:59 PM Sun 11:35pm Late News 1135p-12am :30 MLS-12-11H \$600.00 NM									
27	11/03/12	11/03/12	Sat 330-7pm ABC College	330-7pm	-----1-	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----1- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 11/03/12 4:24 PM Sat 330-7pm ABC College Footb: 330-7pm :30 MLS-12-11H \$2,000.00 NM									
28	10/30/12	11/02/12	WPBF News 25 @ Noon	12pm-1230pm	-TWTF--	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -TWTF-- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
967896-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
FL Dem Party/3PAC/SACHS		FL DEM PARTY *ADD*	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
28	10/30/12	11/02/12	WPBF News 25 @ Noon	12pm-1230pm	-TWTF--	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 11/01/12 12:11 PM WPBF News 25 @ Noon 12pm-1230pm :30 MLS-12-11H \$350.00 NM									
29	10/30/12	11/02/12	The View	11A-12PM	-TWTF--	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -TWTF-- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 11/02/12 10:59 AM The View 11A-12PM :30 MLS-12-11H \$800.00 NM									
30	10/31/12	10/31/12	Wed ABC Prime B	9-10PM	--W----	:30	1	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 --W---- 1 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/31/12 9:22 PM Wed ABC Prime B 9-10PM :30 MLS-12-11H \$4,500.00 NM									
31	10/30/12	11/02/12	WPBF News 25 Mornings	6-7AM	-TWTF--	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -TWTF-- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 11/01/12 6:44 AM WPBF News 25 Mornings 6-7AM :30 MLS-12-11H \$275.00 NM									
32	10/30/12	11/02/12	Good Morning America	7-9AM	-TWTF--	:30	2	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -TWTF-- 2 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/30/12 7:55 AM Good Morning America 7-9AM :30 MLS-12-11H \$550.00 NM									
1 WPBF F 11/02/12 7:00 AM Good Morning America 7-9AM :30 MLS-12-11H \$550.00 NM									
33	11/01/12	11/02/12	ACCESS HOLLYWOOD	106x-136x	---TF--	:30	1	\$15.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 ---TF-- 1 \$15.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 11/01/12 1:33 AM ACCESS HOLLYWOOD 106x-136x :30 MLS-12-11H \$15.00 NM									
34	11/05/12	11/06/12	10-11a Anderson Cooper	10-11a	MT-----	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 MT----- 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 11/06/12 10:23 AM 10-11a Anderson Cooper 10-11a :30 MLS-12-11H \$225.00 NM									
35	11/04/12	11/04/12	PRIVATE PRACTICE WK12-1x		-----S	:30	1	\$50.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----S 1 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 11/04/12 12:58 AM PRIVATE PRACTICE WKNDLF '12-1x :30 MLS-12-11H \$50.00 NM									
36	11/05/12	11/06/12	WPBF News 25 Mornings	6-7AM	MT-----	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 MT----- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 11/06/12 6:12 AM WPBF News 25 Mornings 6-7AM :30 MLS-12-11H \$275.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

**INVOICE**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
967896-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
FL Dem Party/3PAC/SACHS	FL DEM PARTY *ADD*	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
36	11/05/12	11/06/12	WPBF News 25 Mornings6-7AM Class of Time - Pre-emptible with notice		MT-----	:30	1	\$275.00	NM
37	11/06/12	11/06/12	Dr. Oz M-F 9-10a Class of Time - Fixed Non Pre-emptible	9-10a	-T-----	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12   11/11/12   -T-----                1                \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPBF Tu   11/06/12        9:12 AM Dr. Oz M-F 9-10a        9-10a                :30   MLS-12-11H                                \$450.00   NM									
Total Spots							63		

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$45,325.00</b>
<u>Agency Commission</u>	<b>\$6,798.75</b>
<u>Net Amount Due</u>	<b>\$38,526.25</b>